

# Digitizing Independent Retail

## MAGALOOP & HYPERTRACK

Nov 15, 2022

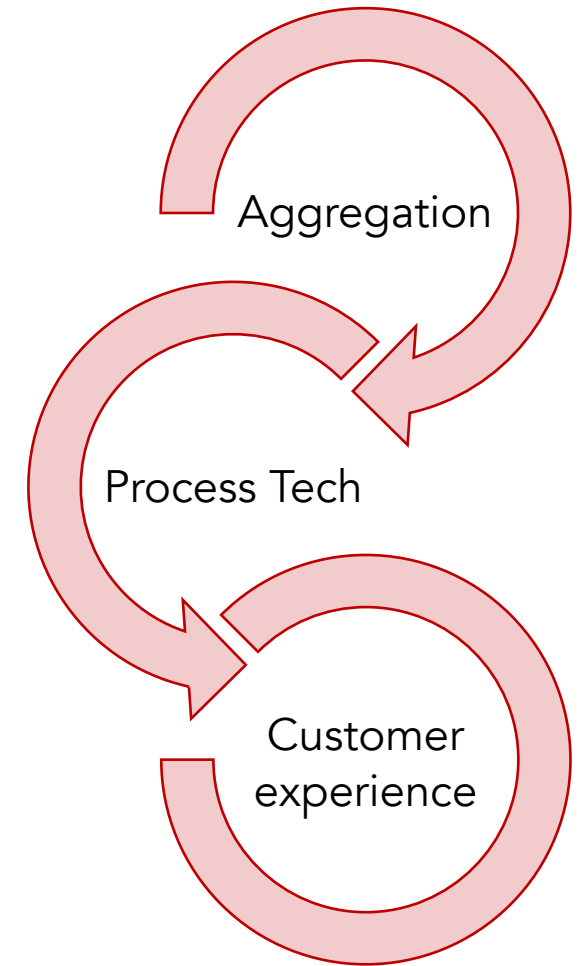
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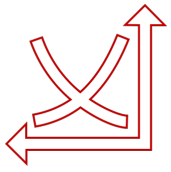
Prashant Soni



## Magaloop's Vision & Key Levers

*“Magaloop connects last mile **retailers** directly with the **brands** with a goal of introducing **reliability**, **predictability** and **growth** in the FMCG retail business”*





# Challenges in the Value Chain





# Kiosk – how does it look like?



Kiosk

Späti

Alimentacion

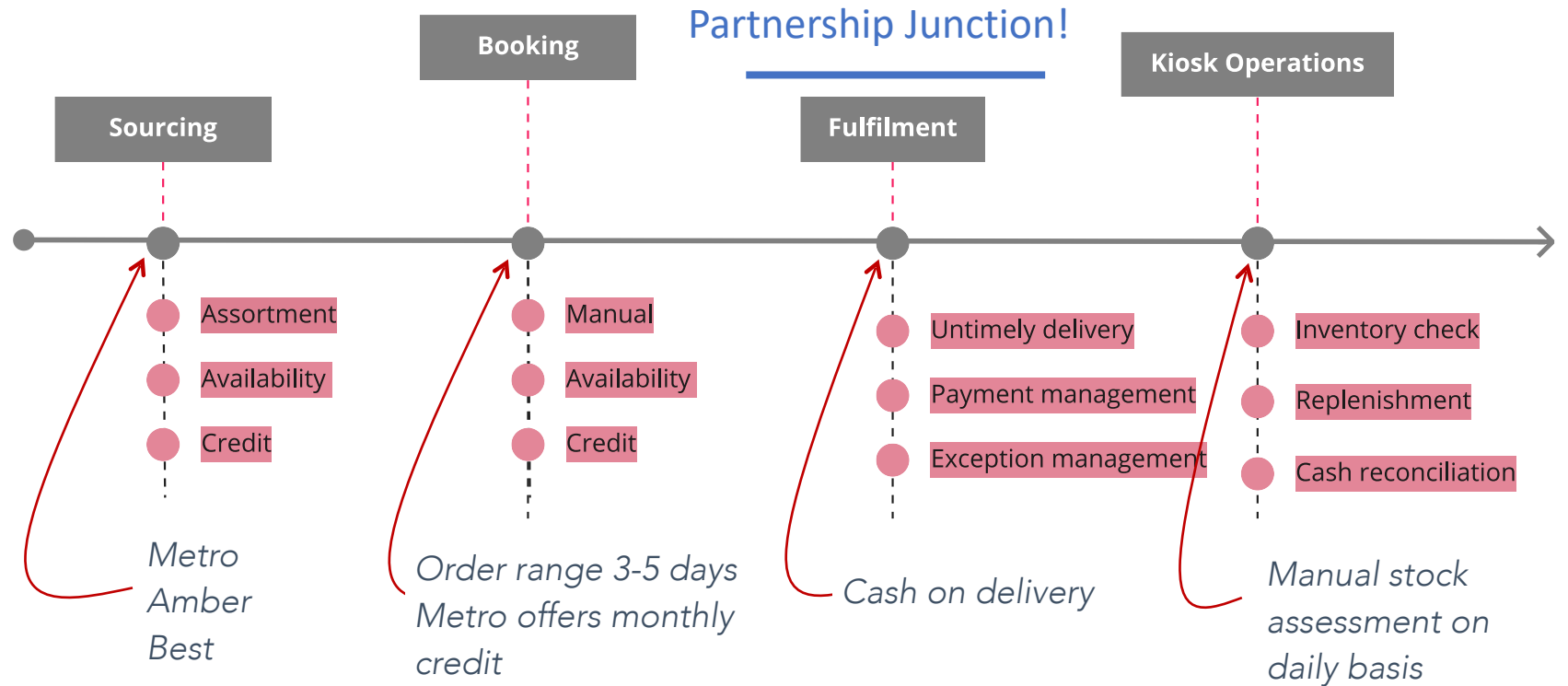
Kirana



# Kiosk Owner Pain Points

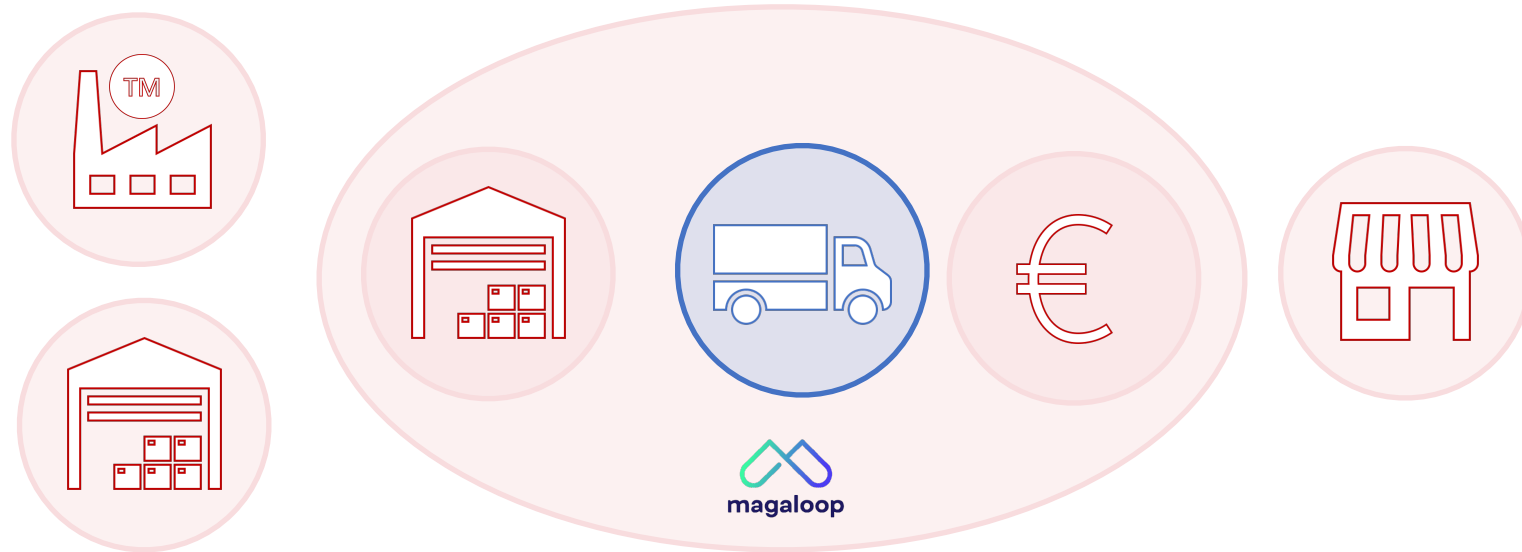


Unal  
39 years old  
Family man  
Courier pick/drop center



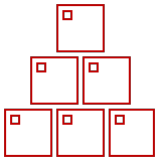


# Re-imagining the **B2B** Commerce

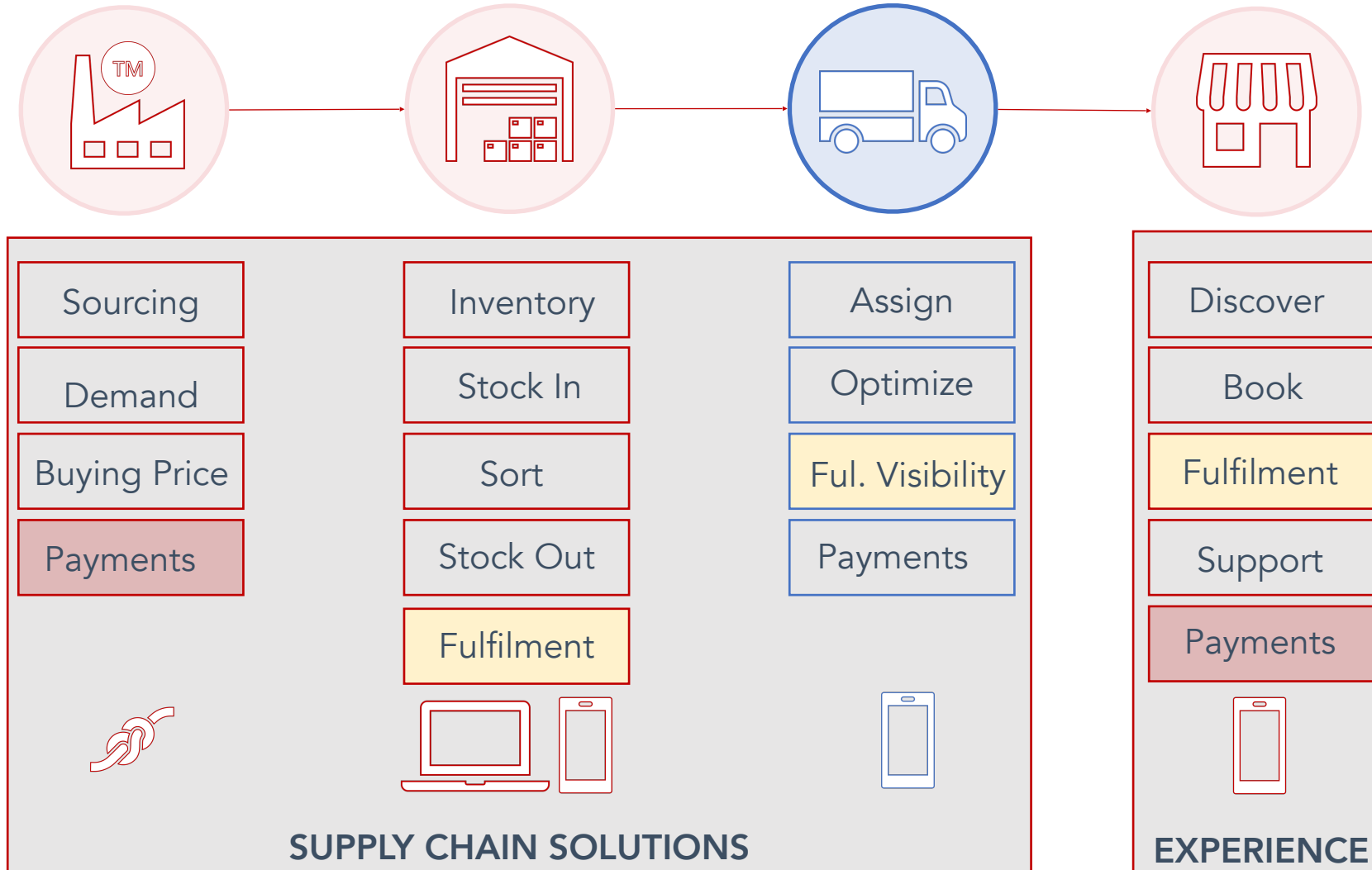


Disintermediate | Integrate | Innovate

*By building integrated supply chain solutions.  
Keeping technology at its core to scale and build trust*

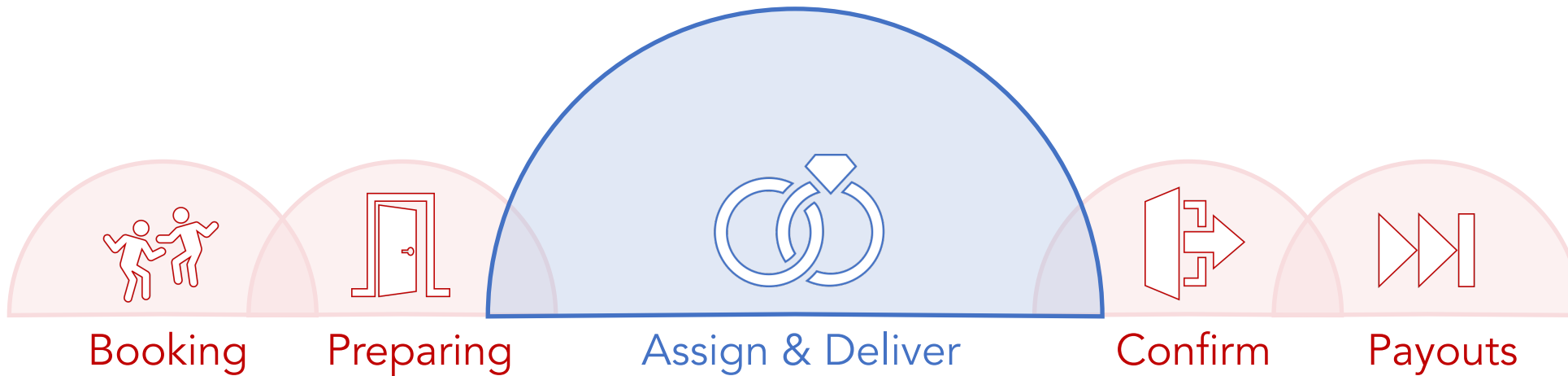


# Addressing **value chain** inefficiencies and gaps





# Delivering **best-in-class** ordering experience with HyperTrack



- Trader visits the app to book an order

- WHS receives the order
- Stacks the pallet

- Creates an order route
- Assigns to Driver<>Vehicle Combination
- Load Optimisation- eye balling

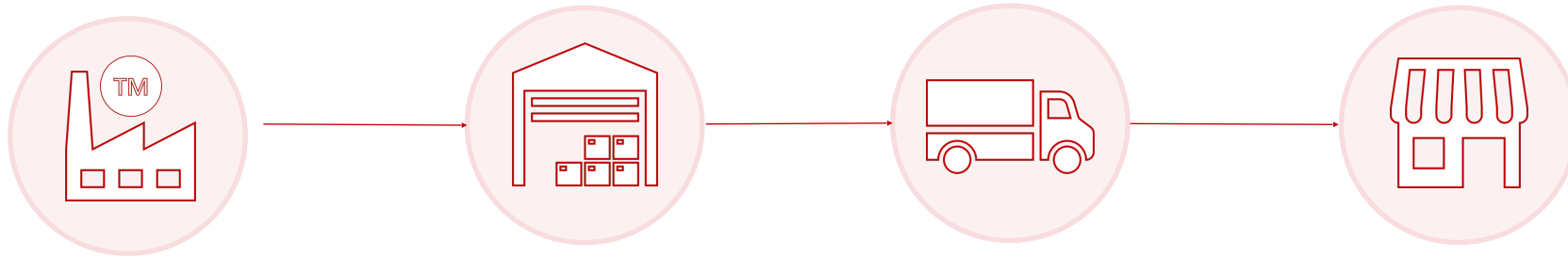
- Delivery confirmation

- On the basis of no. of orders and service quality

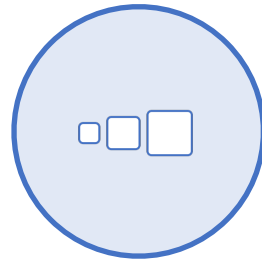
Magaloop + HyperTrack



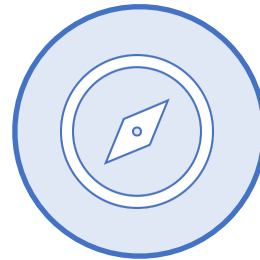
# Unlocking **real-value** with HyperTrack



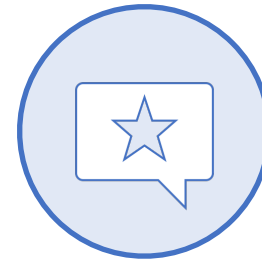
Magaloop + HyperTrack



Load - Cost  
Optimization



Route - Cost  
Optimization



Exceptional  
Customer  
Experience

**THANKS**

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